

What is claimed is:

1. A wireless terminal advertisement system which comprises:

5 an advertisement delivery server comprising

means for storing advertisement information and a plurality pieces of partial software of predetermined software,

means for, when the advertisement information is accessed, selecting at least one of the plurality of pieces of
10 partial software corresponding to the accessed advertisement information, and

means for delivering the accessed advertisement information and the selected at least one of the plurality of pieces of partial software; and

15 a wireless terminal connected to the advertisement delivery server via a communication network, comprising

a software storage section configured to, each time the wireless terminal receives the advertisement information from the advertisement delivery server and the selected at least one
20 of the plurality of pieces of partial software, sequentially store the received at least one of the plurality of pieces of partial software,

a software linking means for linking the plurality of pieces of partial software stored in said software storage
25 section to form executable software, and

a software executing means for executing the executable software formed by said software linking means.

30 2. A wireless terminal advertisement system which comprises:

an advertisement delivery server comprising

means for storing advertisement information and identification information for identifying a plurality of pieces

of partial software of predetermined software,

means for, when the advertisement information is accessed, selecting at least one of the identification information for specifying the plurality of pieces of partial software corresponding to the accessed advertisement information, and

means for delivering the accessed advertisement information and the selected identification information;

a software delivery server comprising

means for linking all or part of the plurality of pieces of partial software to form the predetermined software made to be executable by itself,

means for storing the predetermined software, and

means for delivering the predetermined software stored in the means for storing; and

a wireless terminal connected to the advertisement delivery server and the software delivery server via a communication network, comprising

a software identification information storage section configured to, each time the wireless terminal receives the advertisement information and the selected identification information from the advertisement delivery server, sequentially store the identification information,

a combination of identification information specifying means for specifying a combination of the identification information necessary for acquiring the predetermined software made to be executable by linking the plurality of pieces of partial software corresponding, respectively, to the identification information stored in said software identification information storage section,

a software downloading means for downloading the predetermined software of the plurality of pieces of partial software corresponding to the combination of the identification

information specified by said combination of identification information specifying means, and

a software means executing for executing the predetermined software downloaded by said software downloading means.

3. The system according to claim 1, wherein

said wireless terminal further comprises a partial software transmission/reception section for transmitting and receiving particular pieces of partial software stored in said software storage section to and from another wireless terminal via the communication network.

4. The system according to claim 2, wherein

said wireless terminal further comprises an identification information transmission/reception section for transmitting and receiving particular pieces of identification information stored in the software identification information storage section to and from another wireless terminal via the communication network.

5. The system according to claim 1, wherein

said wireless terminal further comprises a relationship displaying means for displaying the relationship between the group of pieces of partial software of executable software and pieces of partial software currently stored in the storage section.

6. The system according to claim 2, wherein

said advertisement delivery server and said software delivery server are formed as a single delivery server.

7. An advertisement delivery server comprising:

means for storing advertisement information and a plurality

pieces of partial software of predetermined software;

means for, when the advertisement information is accessed, selecting at least one of the plurality of pieces of partial software corresponding to the accessed advertisement information; and

means for delivering the accessed advertisement information and the selected at least one of the plurality of pieces of partial software.

8. A wireless terminal connected to an advertisement delivery server via a communication network, comprising:

a software storage section configured to, each time the wireless terminal receives the advertisement information from the advertisement delivery server and the selected at least one of the plurality of pieces of partial software, sequentially store the received at least one of the plurality of pieces of partial software;

a software linking means for linking the plurality of pieces of partial software stored in said software storage section to form executable software; and

a software executing means for executing the executable software formed by said software linking means.

9. An advertisement delivery server comprising:

means for storing advertisement information and identification information for identifying a plurality of pieces of partial software of predetermined software;

means for, when the advertisement information is accessed, selecting at least one of the identification information for specifying the plurality of pieces of partial software corresponding to the accessed advertisement information; and

means for delivering the accessed advertisement information and the selected identification information;

10. A software delivery server comprising:

means for linking all or part of the plurality of pieces of partial software to form the predetermined software made to be executable by itself;

means for storing the predetermined software; and

means for delivering the predetermined software stored in the means for storing.

11. A wireless terminal connected to an advertisement delivery server and a software delivery server via a communication network, comprising:

a software identification information storage section configured to, each time the wireless terminal receives the advertisement information and the selected identification information from the advertisement delivery server, sequentially store the identification information;

a combination of identification information specifying means for specifying a combination of the identification information necessary for acquiring the predetermined software made to be executable by linking the plurality of pieces of partial software corresponding, respectively, to the identification information stored in said software identification information storage section;

a software downloading means for downloading the predetermined software of the plurality of pieces of partial software corresponding to the combination of the identification information specified by said combination of identification information specifying means; and

a software executing means for executing the predetermined software downloaded by said software downloading means.